



Neuroeconomics: Chapter 8. The Computation of Stimulus Values in Simple Choice

Antonio Rangel, John A. Clithero

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This chapter reviews what is known about how the brain computes stimulus values during the process of making simple choices. Stimulus values provide a measure of the expected benefit of consuming the different options, independently of the action costs required to get them. Although they are only one of several value signals computed at the time of decision, stimulus values have received a lot of attention because often they are the key drivers of choice. The chapter includes a thorough review of the methodological issues involved in identifying stimulus value signals in the brain, a discussion of the relative merits of alternative experimental approaches, an overview of the body of findings for which there is a degree of consensus, and a summary of some fundamental areas in which disagreements are yet to be resolved

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